

**NEVADA CITY CHAMBER OF COMMERCE  
BOARD OF DIRECTORS MEETING, SEPTEMBER 21, 2009  
5:30 P.M., CITY HALL**

**Present:** President Duane Strawser, President Elect Dave Painter, Treasurer Denise Anderson, Kirk Valentine, Karen Marinovich, Madelyn Helling, Larry Birdsong, Tom Coleman, Bob Weiner, Jim McConnaughay, Jesse Locks, Lisa White, Mimi Simmons, Gene Albaugh and Manager Cathy Whittlesey  
**Absent:** Jeff Ackerman, Barbi Jackson, Gary Tintle

President Duane Strawser called the meeting to order. The minutes of the August 17, 2009 Board of Directors meeting were corrected as follows: Tom Coleman was present at the meeting but not listed as present. With that correction made - the minutes were approved.

**NEW BOARD MEMBERS** - As agreed with the merging of the Nevada City Downtown Association and the Chamber - the following new Board members were introduced: Jim McConnaughay, Bob Weiner and Gary Tintle (not present). Gene Albaugh will be the chamber liaison for the city. The liaison position is a nonvoting position.

**CENTER FOR THE ARTS** - Julie Baker, Executive Director for the Center for the Arts, explained that the Center for the Arts wants to be known as a center for all areas not just the arts in Grass Valley. She asked that the Nevada City Chamber go on record as supporting the Center for the Arts programs. She said that their audiences are 70% local residents and 30% outside the area.

Tom Coleman made a motion that the Nevada City Chamber support the Center for the Arts programs. Motion passed.

**CHRISTMAS LIGHTS** - There was discussion about changing the traditional Christmas lights to LED (lighting emitting diode) lights. The Chamber Board of Directors decided to continue with the existing lights. The reason is: There are constant changes with the LED lights and it has been suggested that if we wait - there may soon be some new LED lights that will give a similar glow as the lights that have given our town such a great image. During these economic times, it would be best to continue with the "Old" style lights and encourage everyone to use timers so we don't overdo the electrical use. It was suggested that the 7-Hills Business district might try the LED lights as they need to replace lights, soon.

**POLICY ON SUPPORTING BUSINESS ISSUES** - It was suggested that there be a regular agenda item of business issues that need solutions. Items such as how to deal with the magazine racks all over town.

**NEVADA CITY ECONOMIC ENHANCEMENT TEAM (NCEET)** - There was discussion about the future of the NCEET now that the Nevada City Downtown Association has joined up with the Chamber. Suggestions that there be two meetings a year for the City and the Chamber to get together to keep everyone updated. There may not be a need for the monthly NCEET meetings now that there's a city liaison on the Chamber board.

**DIRECTORS & OFFICER LIABILITY INSURANCE** - It was decided that the Chamber needs to buy Directors & Officers liability insurance. Cathy will research the options and report back at the next meeting.

**NEW COMMITTEE CHAIRS** - The Executive committee will meet to discuss ideas of who would be the chair of the new committees that were formed at the August Board of Directors meeting. The executive committee will create a list of people they feel should be the chair of these new committees. The executive committee consists of the president, president elect, treasurer and executive director. Other interested members can be involved with the executive committee.

**PRIVACY** - It was stated that the Chamber Board of Directors e-mails should be considered private mail and not shared with the "World". Please respect the e-mails that are sent to you - do not give them out.

**SIGN COMMITTEE** - Mimi Simmons reported that the sign committee is looking at signs in other cities for ideas of what type of sign fits Nevada City's image. The sign committee has goals and time frames of when they want the new sign plan completed. She will keep the board updated.

**FUNDRAISER** - Karen Marinovich said that SYRCL has invited the Chamber to take charge of the Wine Stroll during the film festival in January. Karen offered to coordinate the event which would be a fundraiser for the Chamber. Everyone agreed with the plan and accepted Karen's offer to chair the event.,

**DRESS UP NEVADA CITY** - Chuck Shea reported that the "Dress Up Nevada City" campaign started on September 11th as planned. People in town were impressed by it and he feels there was a good response.

The Union and KNCO covered it as well as NCTV. Channel 7 from Lake of the Pines is planning to do a feature about it and Channel 8 in Reno contacted him about a Ghost feature right before Halloween. Chuck said that the stores that stayed open late on Friday & Saturday nights were full of people. The plan is for the dress up and late opening campaign to continue through December.

**E-MAIL BLAST POLICY** - Duane stated that he will create an e-mail blast policy. It was decided that the e-mail address list cannot be used for campaigning.

**HALLOWEEN REPORT** - Duane stated that there are legal technicalities in planning a trick or treat for the school children. He will look into a 2010 Halloween event. Too late for 2009

**HOLIDAY PRESENTATION OF THE CHRISTMAS CARD** - Denise Anderson and Kirk Valentine will coordinate a plan for a presentation by the producer of the Hallmark movie, The Christmas Card. (It will be scheduled for sometime in December) They will report back at the October meeting. Suggestion: Make it a chamber fundraiser.

**MERGING OF THE NEVADA CITY DOWNTOWN ASSN (NCDA) & THE CHAMBER**  
The NCDA is a 501C6 and there are two options for its future:

1. Make it dormant
2. Suspend operations.

No decision has been made but they will not petition for a renewal of assessment fees for 2010.

**BY-LAWS** - The final copy of the revised by-laws is still being reviewed by the committee. They will have a final copy ready for the October meeting.

There was a question about Tom Coleman's eligibility because of the new term limits that were voted on at the August meeting. It was agreed that the way the term limit section is worded - Tom qualifies to run in the October election.

**CAR SHOWCASE** - It was reported that the Roamin Angels again had a problem with the advertising of the Car Showcase/Poker Walk which was held on Constitution weekend - September 12th. The problem is that the Roamin Angels feel that when the Chamber advertises a Car Show - it detracts from their Car Show that is being held at the Fairgrounds the same day. The Chamber feels that they can't ask the city to close off the street for an event that can't be advertised to the residents of the town. Advertising was done on a small scale this year and the wording was car showcase - not car show. This issue needs to be discussed and negotiated again for the 2010 car show. Duane offered to go to their meeting and ask for a solution to this issue by January.

**NEVADA COUNTY MALL** - No Report.

**JOINT CHAMBERS OF COMMERCE OF NEVADA COUNTY (JCCNC)** - It was reported that the Joint Chambers of Commerce of Nevada County were awarded a total of \$55,000 for the 2009/10 fiscal year. The 2008/09 amount to the JCCNC was \$115,000. The Nevada County Board of Supervisors have decided to award promotional contracts to groups other than the Chambers (to "Anyone with a good idea"). This budget cut will lessen the ways the chambers have been promoting Nevada County for over 20 years.

**MARKETING COMMITTEE** - Jesse Locks announced that the Marketing Committee meets on the 2nd Monday of every month at 5:30 at the Nevada City Classic Cafe. Everyone's welcome to attend. They have been discussing web based ideas and branding. The plan is to create a cohesive marketing plan for the Chamber.

**2010 INSTALLATION & AWARDS DINNER** - Again, Treasurer Denise Anderson explained that since there has been no progress on 2010 Installation plans, she would like to suggest that we take a "Time Out" and just have the installation ceremony as a luncheon. This would mean - no community awards - no extra cost of paying for volunteers and award winners, and no cost to the Chamber as all attendees would pay for their own lunch. She said that in these economic times, it would be financially practical to take a "Time Out".

President Duane Strawser stated that he has tried to figure out a way to proceed as usual but has had no luck. He would like to see the Chamber move forward on this issue.

Tom Coleman made a motion that the 2010 Installation be a luncheon as described by the treasurer. The reason for this change from the traditional dinner is financial. Madelyn Helling seconded. Motion passed.

**NOMINATIONS** - The following people were nominated as candidates for the upcoming Board of Directors election. There are four vacancies on the Board.

Michelle Litton - The Friendship Club

Lisa White (Incumbent) - Citizens Bank

Lynda David - Earth

Steve Cottrell - Associate Member

Audrey McClellan - Nevada City Traders

Brent Dagget - Insight

Chuck Shea - The Parsonage Bed & Breakfast

Tom Quinn - Supervisor of Tahoe National Forest

Kimberly Barnes - The Fur Traders

Andrew Howard - Emma Nevada House Bed & Breakfast

Tom Coleman (Incumbent) - National Hotel

Jeff Ackerman (Incumbent) - The Union Newspaper

Chuck Durrett - CoHousing Partners

**Directors who will continue for one more year are:**

Dave Painter - SPD Markets  
Duane Strawser - Tour of Nevada City Bicycle Shop  
Larry Birdsong - Associate Member  
Madelyn Helling - Associate Member  
Barbi Jackson - Scott Jackson's Real Life Fitness  
Jesse Locks - Nevada City Film Festival  
Jim McConnaughay - Country Collectibles  
Karen Marinovich  
Mimi Simmons - ERA Cornerstone Realty  
Gary Tintle - Tintle Inc.  
Kirk Valentine - Nevada City Classic Cafe  
Bob Weiner - Judi's of Nevada City

Non Voting - City Liaison - Gene Albaugh - City Manager

**BUDGET REPORT** - The category detail report, a 2009 budget and the financial reports thru July from the bookkeeper were submitted to everyone for review. There are concerns about the drop in membership dues, etc.

**BUSINESS LIAISON** - President Strawser was complimented on his participation in helping The Crazy Horse obtain the ABC license which they have been pursuing. A great big thank you to Duane.

**2010 MARDI GRAS** - Chair Larry Birdsong reported that the Mardi Grass Committee met in September and plans are in the works for the 2010 celebration. Duane stated that he is working on an objective survey to use for input about events.

**NEVADA CITY BICYCLE CLASSIC** - It was reported that the 2010 Bicycle Classic will be the 50th anniversary. Plans are being made for this special occasion.

Also - There's still a great possibility that the Amgen Tour of California will begin in Nevada City on May 16, 2010. This will be "Huge" in putting Nevada City on the map!!!

**FUNDRAISING EVENTS** - Volunteers were recruited for the Taste of the Gold Country and the Union's Home show. Both of these events are fundraisers for the Chamber.

**VICTORIAN CHRISTMAS** - The Victorian Christmas committee is scheduled to meet on Thursday, September 24th at the National Hotel. Anyone with ideas to enhance the event is invited to attend the meeting and share ideas.

**VISITORS REVIEW CARD** - The visitor review cards have been distributed around town and there has been some response. Suggestion: leave them in the coffee shops.

**7-HILLS BUSINESS DISTRICT** - Duane reported that the street lights are in. The committee is working on a design for the banners.

**WEB-PAGE** - The web committee is working on fine tuning the web page and deciding the key words that are used for searches.

**SIDEWALK SALE** - Peggy McConnaughay reported that the Sidewalk Sale was very successful. Thirty three businesses participated out on the sidewalk. She stated that a number of merchants have requested that there be two sales each year - one in the spring and one in fall. It has also been suggested that the restaurants participate during the sidewalk sale with a "Taste of Nevada City". If they don't want to do it during the sidewalk sale - it could be a stand alone event.

**CITY LIAISON REPORT** - Gene Albaugh reported the following:

Loan program available for small businesses. Applications being taken. Call him for details.

The incubator project, located on the 3rd Floor of the Stonehouse Restaurant, is doing well.

The City has submitted a grant application to SED Corp for a feasibility study for a parking garage behind the National Hotel. A multi level garage has been suggested.

Meeting adjourned.

Respectfully submitted.

Cathy Whittlesey  
Executive Manager

